

(modified PTO/SB/08A)

U.S. Department of Commerce Patent and Trademark Office INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(use as many sheets as necessary)</i>				<i>Complete if Known</i> Application Number: 10/749,110 Filing Date: December 29, 2003 First Named Inventor: Chad Lester Group Art Unit: 2440 2441 Examiner Name: William W. McLaughlin Gillis, Brian J.	
Sheet	1	of	3	Attorney Docket No.: Google-33/APP (GP-086-00-US)	

U.S. PATENT DOCUMENTS

[illegible][illegible]

Examiner Signature	/Brian Gillis/	Date Considered	08/11/2010
-----------------------	----------------	--------------------	------------

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609 Draw line through citation if not in conformance and not considered Include copy of this form with next communication to applicant.

1 Unique citation designation number 2 See attached kinds of U.S. Patent Documents 3 Enter Office that Issued the document, by the two-letter code (WIPO Standard ST 3) 4 For Japanese patent documents, the Indication of the year of the reign of the Emperor must precede the serial number of the patent document. 5 Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST 16, if possible 6 Applicant is to place a check mark here if English language translation is attached.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /BJG/

U.S. Department of Commerce Patent and Trademark Office INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(use as many sheets as necessary)</i>			<i>Complete if Known</i> Application Number: 10/749,110 Filing Date: December 29, 2003 First Named Inventor: Chad Lester Group Art Unit: 2441 Examiner Name: Gillis, Brian J.		
Sheet	2	of	3	Attorney Docket No.: Google-33/APP (GP-086-00-US)	

OTHER REFERENCES - NON-PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume, issue number(s), publisher, country, where published, source	T ²
	AI	comp.infosystems.www.providers Mar 14 1995 posting	
	AJ	FocaLink business plan dated June 6, 1995	
	AK	Nov. 7, 1995 email from Jason Strober to Ron Kovas, David Zinman, and Karen Johnson	
	AL	Nov. 13, 1995 email from Jason Strober to Jennifer Ratner, copying Ron Kovas, David Zinman, and Michael Wang	
	AM	Nov. 21, 1995 email from Jason Strober to "aroskey@nww.com"	
	AN	Dec. 5, 1995 email from Jennifer Ratner to wigley@utne.com	
	AO	Dec. 12, 1995 email from Michael Wang to Jason Strober	
	AP	Major Companies, Ad Agencies Using New Internet Ad Server; Focalink's SmartBanner Enables Cost-Effective Marketing on the Web, Business Wire, Feb. 5, 1996	
	AQ	comp.infosystems.www.servers.unix Feb 15 1996 posting	
	AR	March 14, 1996 "Welcome to FocaLink!" promotional package	
	AS	Declaration of Dwight Merriman (Feb. 9, 2001)	
	AT	Preliminary Invalidity Contentions, Web Tracking Solutions LLC and Daniel Wexler vs Google Inc., Civil Action No. 1:08-CV-03139, dated June 26, 2009 (12 pgs.)	
	AU	Preliminary Invalidity Contentions (Exhibits), Web Tracking Solutions LLC and Daniel Wexler vs Google Inc., Civil Action No. 1:08-CV-03139 (60 pgs.) (June 26, 2009)	
	AV	Apache WebServer 1.0 code mod_alias.c file	
	AW	Apache WebServer 1.0 Documentation	
	AX	CERN WebServer Config/Rules (Web page) 1994	
	AY	CERN WebServer httpd CGI/HTImageDoc (Web page)	
	AZ	CERN WebServer httpd Documentation files CGI/Overview (Web page)	
	BA	CERN WebServer httpd Guide 1994	
	BB	Edelbrock & Borwankar, Building Successful Internet Businesses, IDG Books Worldwide, Inc., US, 1996	
	BC	getrequest.cpp file No Date	
	BD	GN WebServer version 2.24 code cgi.c file No Date	
	BE	Graham, Ian S., HTML Sourcebook, John Wiley & Sons (1995) (ISBN 0471118494)	
	BF	Internet Draft: HyperText Transfer Protocol – HTTP/1.0, pages 1-46 1996	
	BG	Internet Draft: Basic HTTP as Defined in 1992	
	BH	Kohda & Endo, Ubiquitous Advertising on the WWW: Merging Advertisement on the Browser 1996	
	BI	log.cpp file No Date	
	BJ	Meeker, Mary, The Internet Advertising Report, HarperBusiness, US, 1997.	
	BK	NCSA HTTPd v. 1.4.2 code (cgi-bin/crm.conf dist)	
	BL	NCSA HTTPd v. 1.4.2 code (src/http_config.c) 1995	
	BM	NCSA HTTPd v. 1.4.2 code (src/http_log.c) 1995	
	BN	NCSA HTTPd v. 1.4.2 code (src/http_script.c) 1995	
	BO	NCSA HTTPd v. 1.5 Documentation file HTTPd.ps	

U S Department of Commerce Patent and Trademark Office				Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(use as many sheets as necessary)</i>				Application Number: 10/749,110	
				Filing Date: December 29, 2003	
				First Named Inventor: Chad Lester	
				Group Art Unit: 2446 2441	
				Examiner Name: William W. Nix Gillis, Brian J.	
Sheet	3	of	3	Attorney Docket No.: Google-33/APP (GP-086-00-US)	

	BP	Novak & Hoffman, New Metrics for New Media: Toward the Development of Web Measurement Standards 1996	
	BQ	O'Reilly, Tim, Publishing Models for Internet Commerce, COMMUNICATIONS OF THE ACM, June 1996/Vol. 39, No. 6, pps 79-86	
	BR	PHP Programming Language Source Code version 1.08 .php.c file	
	BS	RFC 1945 1996	
	BT	"The Rise of the Infomediary," The Economist, June 24, 1999	
	BU	Spinner v. 1.0b12 WebServer code (server/modules/cgi.lpc)	
	BV	Spinner v. 1.0b12 WebServer code (server/modules/directories.lpc)	
	BW	Spinner v. 1.0b12 WebServer code (server/modules/htaccess.lpc)	
	BX	Spinner v. 1.0b12 WebServer code (server/modules/mainconfig.lpc)	
	BY	Spinner v. 1.0b12 WebServer code (server/modules/redirect.lpc)	
	BZ	Spinner WebServer Documentation configuration (configuration/specific)	
	CA	Spinner WebServer Documentation configuration (faq)	
	CB	Spinner WebServer Documentation configuration (modules)	
	CC	Spinner WebServer Documentation configuration (mods/relay)	
	CD	Spinner WebServer Documentation configuration (redirect)	
	CE	Spinner WebServer Documentation configuration (server/modules/htaccess.lpc)	
	CF	Zeff & Aronson, Advertising on the Internet (1st ed.) 1997	

Examiner Signature	/Brian Gillis/	Date Considered	08/11/2010
-----------------------	----------------	--------------------	------------

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

1 Unique citation designation number. 2 Applicant is to place a check mark here if English language translation is attached.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /BJG/